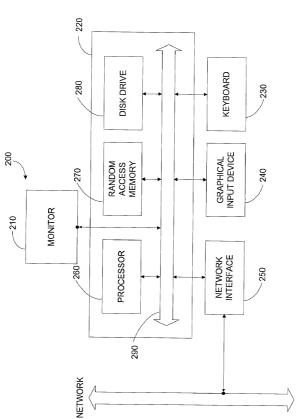
FIG. 1

**SERVERS** 

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FIG. 2



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## InformLink Web Portal Architecture

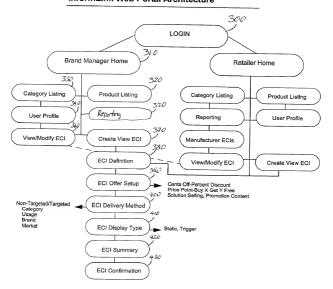
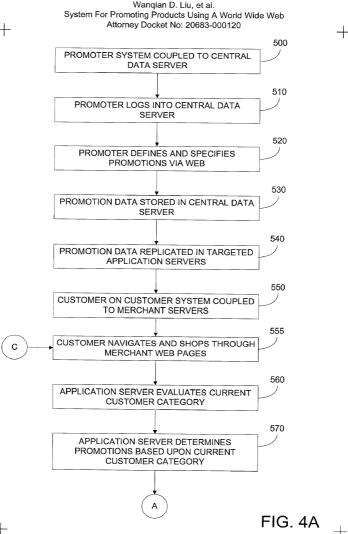


FIG. 3



Wangian D. Liu, et al. System For Promoting Products Using A World Wide Web Attorney Docket No: 20683-000120 580 APPLICATION SERVER EVALUATES ITEMS IN CURRENT CUSTOMER SHOPPING CART 590 APPLICATION SERVER DETERMINES PROMOTIONS BASED UPON ITEMS IN THE SHOPPING CART 600 APPLICATION SERVER EVALUATES PRODUCTS CURRENTLY DISPLAYED TO THE CUSTOMER 610 APPLICATION SERVER DETERMINES PROMOTIONS BASED UPON CURRENT PRODUCTS DISPLAYED TO THE CUSTOMER 620 MERCHANT SERVER RECEIVES DESCRIPTION OF PROMOTION 630 MERCHANT SERVER SPECIFIES THE RENDERING OF THE PROMOTION 640 RENDERING OF PROMOTION DISPLAYED TO THE CUSTOMER 650 CUSTOMER SELECTS PROMOTION В

FIG. 4B  $_{+}$ 

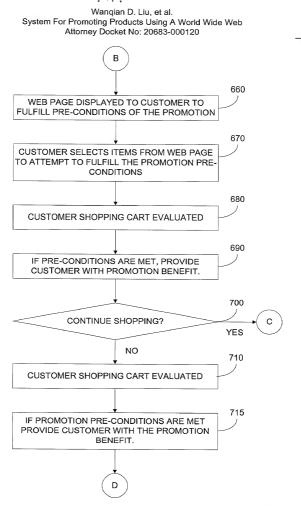


FIG. 4C

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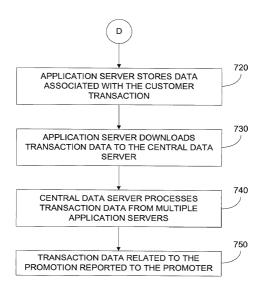


FIG. 4D